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# Lawn&Garden Marketing

OCTOBER 1986

## Reports on: Expo 86 highlights

## NHS recap • NESDA survey results

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# Lawn&Garden Marketing

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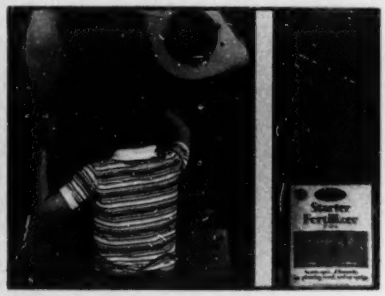

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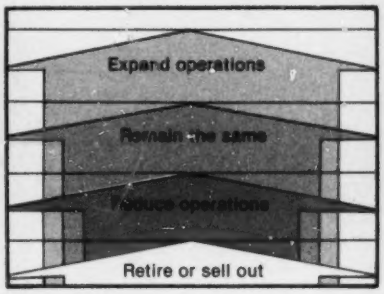


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### Innovations, fun abound at Expo 86

A wide selection of seminars, exhibits and some foot-stomping, down-home entertainment kept July Expo visitors busy in Louisville. Some highlights appear ..... **page 62**


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# Power Equipment Report

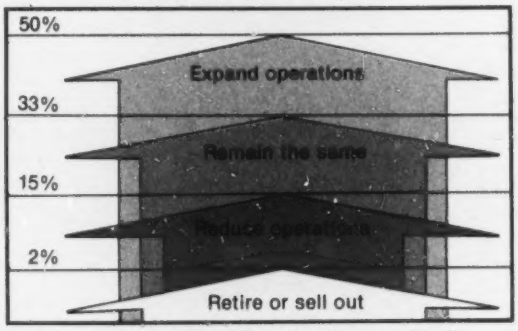
## Servicing dealers say living adequate, not good

A significant number of respondents to the third part of the National Equipment-Servicing Dealers Assn. demographic survey do not feel that they are making a good living as a servicing dealer in the outdoor power equipment industry. Based on the time and investment they make in their dealership, 41 percent said their living is adequate but not good.

"Essentially, they said that they're unhappy—not with their living—but with the amount of hours that they put into making that living," says Norm Beck, NESDA executive director. Most dealers said their businesses are open an average of 56 hours a week.

"For the amount of money they're making, they're working too hard. But they're happy doing what they're doing and wouldn't switch. They're independent business people and don't want to work for someone else."

**Servicing dealers' plans over the next 3-5 years**




Source: NESDA 1986 demographic survey, Part III.

Beck says that he thinks this information may be part of a future trend in the industry. "When looking at people wanting to come into the business, they don't want to work at a job where the work is not commensurate with the salaries.

"They can earn two and three times as much doing other things....This business is limited; they only have two hands and can only produce so much. They can make more elsewhere."

Though many of the more than 200 respondents are unhappy with their living, more than 70 percent reported making a net profit in the last three years. Only 28 percent said they did not make a net profit in 1983; 19 percent in 1984; and 14 percent in 1985.

### Briefs

•The Jacobsen division of Textron Inc., Racine, Wis., has named several people to upper management positions. Anthony J. Saiia has been named vice president of engineering. Earl M. Klepel has been named vice president of manufacturing and Robert E. Krick has been appointed product manager.

•Power Lawn Mower Parts Inc., Rochester, N.Y., has completed a $3.5 million, 60,000 sq. ft. expansion of its warehouse, manufacturing plant and office. The company also is celebrating its silver annniversary, which began in August with an open house and tours of its new addition. The expanded facilities include new offices for a staff of 110 people. To speed the filling of orders, a computerized, narrow aisle, zone picking, high cube material handling system has been installed. A new computer system for order entry, billing, order filling and inventory control also was added.

•The Portable Power Equipment Manufacturer's Assn. elected its officers for the fiscal year 1987. Chairman of the board is Carl Mikovich, president of Beaird Poulan/Weed Eater; vice chairman is Alan Levanson, vice president of Homelite Division, Textron Inc.; and secretary/treasurer is Donald Bartelt, senior vice president of Echo Inc.

•In a gesture of community relations, Homelite, Charlotte, N.C., worked with Gaston County, N.C., Agricultural Extension Center, to transfer hay free of charge to local Carolina farmers. Homelite trucks delivering outdoor power equipment through farm belt areas where hay was available backloaded all the hay they could carry to offer relief to farmers during the worst drought in the Carolina history.

•Briggs & Stratton awarded Steve Vecchio, OEM rep for Spencer Engine Inc. in Tampa, Fla., "Representative of the Year" recently. The Golden Piston is an award presented annually by Briggs & Stratton's Industrial Division during its annual sales meeting in Milwaukee.

•The Toro Co. of Minneapolis presented Smith Turf and Irrigation Co. (STI) of Charlotte, N.C., with its award for the best servicing distributor of 1986. The "Mr. Service" award cites STI for the excellence of its overall performance in equipment service, product set-up, mobile service, customer education and service facilities.

•Deutz-Allis Corp., Milwaukee, has laid ambitious plans to double its lawn and garden equipment sales in the next three years and to increase its dealer network by 25 percent. The company's growth plans, as well as several innovative new lawn and garden tractors, were unveiled to Deutz-Allis region and district sales managers at a two-day sales meeting in early September and included some aggressive marketing and advertising support plans.

### Efforts to ban blowers in L.A. stopped

Efforts to ban gas-powered blowers in Los Angeles have been curtailed—at least for now—thanks to the help of many industry representatives. Some L.A. city residents were trying to have the blowers banned there because of noise.

The Outdoor Power Equipment Institute was able to head off immediate action by coordinating with member companies and a California-style lobbyist to win a reprieve until Aug. 12. (See Power Equipment Report, September 1986.)

In an Aug. 7 letter of protest on behalf of the Portable Power Equipment Manufacturer's Assn., president Don Purcell urged the L.A. city council not to consider the measure, stating the benefits of the tool and stressing that lack of common sense and common courtesy by blower users are as much at fault as blowers' noisy construction.

In a special report submitted the same date to the council by Robin Pendergrast, Robin F. Pendergrast Marketing Services, the importance of blowers was summed up: "This now important and versatile portable power tool should not be banned but rather its use, as with other types of portable power equipment, should be regulated and reasonable noise levels should be established to ensure that the product can continue to be used with due respect for the peace and quiet of residential neighborhoods."

Though blowers won out in this L.A. battle, similar action to ban them already has been taken in Phoenix, Ariz., and Salt Lake City.